

Rep Order# 8876320 Ver# 5 Status Revised  
EC'd Yes

Traffic Order# 37459

Printed: 10/05/2012 9:39 AM  
Last Received: 10/05/2012 9:28 AM  
Showing Buylines: All Lines

1 of 3

Station KLAS-TV LAS VEGAS  
Advertiser ( ) DEMO SEN CAMPGN COMM  
Product Issue  
Estimate# 1936  
Buyer Maura Gilroy  
Phone#  
Fax#

Agency ( ) GREAT AMERICAN MEDIA  
3050 K ST NW, SUITE 100  
WASHINGTON, DC 20007  
Agency C/P1/P2/E 42/45/1936  
Flight Dates 10/02/2012 - 10/08/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) MIKE JONES  
Salesperson Phone# 202-872-5880  
Salesperson FAX# 202-872-0263

--- CONTRACT COMMENT ---

\*\*\*\*\*NONDISCRIMINATION\*\*\*\*\* PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

REVISION, DO NOT DOUBLE BOOK  
TOTAL - \$90,350

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	TU-F,M	600A-700A	8 NEWS NOW AT 6A	:30	\$1,400.00	10/02-10/08	2	1	2	\$2,800.00	
	2	TU-F,M	700A-900A	CBS THIS MORNING	:30	\$1,200.00	10/02-10/08	2	1	2	\$2,400.00	
	4	TU-F,M	900A-1000A	LIVE! WITH KELLY	:30	\$1,100.00	10/02-10/08	0	0	0	\$0.00	
	5	TU-F,M	1200P-1230P	8 NEWS NOW AT NOON	:30	\$1,200.00	10/02-10/08	3	1	3	\$3,600.00	
	6	TU-F,M	1230P-100P	THE BOLD AND THE BEAUTIFUL	:30	\$1,350.00	10/02-10/08	2	1	2	\$2,700.00	
	7	TU-F,M	200P-300P	THE TALK	:30	\$1,350.00	10/02-10/08	0	0	0	\$0.00	
	8	TU-F,M	300P-400P	ELLEN	:30	\$1,600.00	10/02-10/08	2	1	2	\$3,200.00	
	9	TU-F,M	400P-500P	8 NEWS NOW AT 4PM & 430PM	:30	\$1,600.00	10/02-10/08	3	1	3	\$4,800.00	
	10	TU-F,M	500P-630P	8 NEWS NOW ROTATION	:30	\$1,700.00	10/02-10/08	3	1	3	\$5,100.00	
	12	SU	630P-700P	8 NEWS NOW AT 630PM-SUN	:30	\$3,000.00	10/07-10/07	1	1	1	\$3,000.00	

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	13	M	1000P-1100P	HAWAII FIVE-0	:30	\$18,000.00	10/08-10/08	0	0	0	\$0.00	
	14	TH	800P-900P	BIG BANG THEORY/TWO HALF MEN	:30	\$18,000.00	10/04-10/04	0	0	0	\$0.00	
	15	TH	1000P-1100P	ELEMENTARY	:30	\$12,000.00	10/04-10/04	1	1	1	\$12,000.00	
	17	TU-F,M	1100P-1135P	8 NEWS NOW AT 11PM	:30	\$2,500.00	10/02-10/08	3	1	3	\$7,500.00	
	18	SA-SU	1100P-1135P	8 NEWS NOW AT 11PM-WKND	:30	\$1,100.00	10/06-10/07	2	1	2	\$2,200.00	
	19	TU-F,M	1135P-1237A	LATE SHOW W/LETTERMAN	:30	\$950.00	10/02-10/08	1	1	1	\$950.00	
	24	TU	800P-900P	NCIS	:30	\$30,000.00	10/02-10/02	1	1	1	\$30,000.00	
	25	W	900P-1000P	CSI	:30	\$8,500.00	10/03-10/03	1	1	1	\$8,500.00	
	26	TU-F	400A-459A	NEWS	:30	\$50.00	10/02-10/05	1	1	1	\$50.00	
	*27	SU	800A-830A	NEWS	:30	\$750.00	10/07-10/07	1	1	1	\$750.00	
			Sales Remark: V5 . V5 Added									
	*28	SA	500P-700P	NEWS	:30	\$800.00	10/06-10/06	1	1	1	\$800.00	
			Sales Remark: V5 . V5 Added									

---REPORT TOTALS---

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Report Totals: 30 / \$90,350.00

---SALES MONTHLY TOTALS---

Oct 12: 30 / \$90,350.00  
Sales Totals: 30 / \$90,350.00  
Station Totals: 30 / \$90,350.00  
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$301,167	CABL	0%	KLAS	30%	KSNV	40%	KTNV	25%	KTUD	0%
		KVCW	0%	KVMY	0%	KVVU	5%	UNKN	0%		

Books FEB11  
Demos RA35+